

EST. 1752

Old Town

Greatness Begins Here.

= WINCHESTER =

Total Event Expenses vs Revenue

Event	Expenses
Kidz Fest	\$ 7,752.53
Friday Night Live June	\$ 14,247.42
Friday Night Live July	\$ 14,445.81
Friday Night Live August	\$ 14,410.16
Classic Movies On Mall	\$ 3,075.00
Rockin Independence Eve	\$ 17,891.88
Friday Night Live September	\$ 14,210.87
October Fest	\$ 29,161.19
Sunday Concert	\$ 2,825.00
Family Movies	\$ 3,050.00
Winchester Days	\$ 6,512.00
Total Expenses	\$ 127,581.86

these are rough projected numbers

Events	Revenue
Kidz Fest	\$ 9,250.00
Friday Night Live June	\$ 14,500.00
Friday Night Live July	\$ 15,000.00
Friday Night Live August	\$ 15,000.00
Classic Movies On Mall	\$ 2,500.00
Rockin Independence Eve	\$ 18,250.00
Friday Night Live September	\$ 15,000.00
October Fest	\$ 32,750.00
Sunday Concert	\$ 3,000.00
Family Movies	\$ 2,500.00
Winchester Days	\$ 6,000.00
Total Revenue	\$ 127,750.00

these are rough projected numbers

Net Revenue	\$ 168.14
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these are rough projected numbers

SPECIAL EVENT CONSIDERATIONS FOR DISCUSSION:

- € Special Event Purpose
- € Deposits for Tents, Talent, Fencing and more.
- € Time Table
- € Competing Events or Combining Events
- € Event Layout / Map / Access
- € Revenue Generation
- € Incentives / Disincentives
- € Payment Schedule
- € Contingency Planning
- € Special Risks

CONTRACTOR:

BY: _____

TITLE: SPECIAL EVENT COORDINATOR

DATE: 10/31/15

CITY OF WINCHESTER:

BY: _____

TITLE: _____

DATE: _____

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: Kidz Fest, SATURDAY, May 14, 2016

EVENT LOCATION: Old Court House Civil War Museum – Mall – Feltner Parking Lot – Taylor Pavilion

A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	Retainer
Event Coordinator:	_____	x	_____	=	Retainer
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: See Attached projections

Radio, Print, Video, social media, posters, signs.. see attached

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: See attached projections

List out equipment needed: See attached projections

Tents, tables, and performers

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: See attached projections

List our Revenue Sources: See attached projections

Corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

Kidz Fest May 14th, 2016		
Expenses	Total Cost	
City Tax	\$ -	
Grand Rental Station (inflatables & sports experience)	\$ 216.56	
Johnny Blues	\$ 804.98	
Security	\$ -	
Insurance	\$ 175.00	
Photography	\$ 100.00	
Valley Ice	\$ -	
Fencing	\$ 27.74	
Rest Room Attendant	\$ 30.00	
Sunbelt Rental	\$ -	
Old Court House Civil War Museum	\$ -	
Palmer Media (Audio/Sound)	\$ -	
Media Campaign		
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00	
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$ 500.00	
Video Production	\$ 300.00	
The Winchester Star	\$ 485.26	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Google ad's	\$ 50.00	
Facebook Boosting	\$ 75.00	
Bands- Performers & Entertainment	\$ 3,000.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,250.00	
Winchester Parking Authority	\$ 27.00	
Sub total expenses (some expenses subject to change)	\$ 7,752.53	
Revenue (subject to change based on sponsorships)	Total	
non ticket event - FREE for families	\$ -	
Exhibitors Vendors	\$ 1,750.00	
Sponsorship & Advertising Revenue	\$ 7,500.00	
Total revenue projected	\$ 9,250.00	
Net Revenue	\$ 1,497.47	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 20,000.00	

**CITY OF WINCHESTER
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REQUEST FORM**

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EVENT NAME: Friday Night Live, June 17, 2016

EVENT LOCATION: Taylor Pavilion and additional performs on Old Town Mall

A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	Retainer
Event Coordinator:	_____	x	_____	=	Retainer
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs - see attached

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Corporate sponsors- see attached

A. PROJECTED TOTAL EVENT COST; See Attached projections

Expenses	Total Cost	
City Admission Taxes	\$ 126.55	
Grand Rental Station (tent, chair, tables)	\$ 750.00	
Photographer	\$ 100.00	
Johnny Blue	\$ 200.00	
Security	\$ 300.00	
Insurance	\$ 175.00	
Ice/WalMart	\$ 150.00	
Fencing	\$ 27.74	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
I Heart Radio (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 150.00	
Facebook Boosting	\$ 32.50	
Entertainment		
Bands	\$ 4,500.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00	
Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,500.00	
Sub total expenses (some expenses subject to change)	\$ 14,247.42	
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total	
Tickets	\$ 3,000.00	
Exhibitors/Vendors	\$ 500.00	
Sponsorship & Advertising Revenue	\$ 11,000.00	
Total revenue projected	\$ 14,500.00	
Net Revenue	\$ 252.58	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 25,000.00	

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: Friday Night Live, July 15, 2016

EVENT LOCATION: Taylor Pavilion and additional performers on Old Town Mall

A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	Retainer
Event Coordinator:	_____	x	_____	=	Retainer
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs see attached

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

Friday Night Live July 15th, 2016		
Expenses	Total Cost	
City Admission Taxes	\$ 168.94	
Grand Rental Station (tent, chair, tables)	\$ 750.00	
Photographer	\$ 100.00	
Johnny Blue	\$ 200.00	
Security	\$ 300.00	
Insurance	\$ 175.00	
Ice	\$ 213.23	
Fencing	\$ 27.74	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 75.27	
Entertainment		
Bands	\$ 4,500.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,500.00	
Hotels	\$ -	
Sub total expenses (some expenses subject to change)	\$ 14,445.81	
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total	
Tickets	\$ 3,000.00	
Exhibitors/Vendors	\$ 500.00	
Sponsorship & Advertising Revenue	\$ 11,500.00	
Total revenue projected	\$ 15,000.00	
Net Revenue	\$ 554.19	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 25,000.00	

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

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EVENT NAME: Friday Night Live, August 19, 2016

EVENT LOCATION: Taylor Pavilion and additional performers on Old Town Mall

A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	__Retainer__
Event Coordinator:	_____	x	_____	=	__Retainer__
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs - see attached

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

City Admission Taxes	\$ 200.00	
Grand Rental Station (tent, chair, tables)	\$ 750.00	
Photographer	\$ 100.00	
Johnny Blues	\$ 200.00	
Security	\$ 300.00	
Insurance	\$ 175.00	
Ice/WalMart	\$ 150.00	
Fencing	\$ 27.74	
Parking Authority	\$ -	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 98.79	
Entertainment		
Bands	\$ 4,500.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,500.00	
Show Click's (Ticketing)		
Hotels	\$ -	
Sub total expenses (some expenses subject to change)	\$ 14,410.16	
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total	
Tickets	\$ 3,000.00	
Exhibitors/Vendors	\$ 500.00	
Sponsorship & Advertising Revenue	\$ 11,500.00	
Total Revenue	\$ 15,000.00	
Net Revenue	\$ 589.84	

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
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EVENT NAME: Classic Movies on the Mall (Second Saturday, June, July, August, 2016)

EVENT LOCATION: Taylor Pavilion

A. PROJECTED TOTAL EVENT COST; See Attached projections

B. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:

Principal:	_____	x	_____	=	_____ Retainer
Laborer:	_____	x	_____	=	_____ Retainer
Event Coordinator:	_____	x	_____	=	_____ Retainer
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

C. ADVERTISING CAMPAIGN:

Advertising Expenses: **See Attached Projections**

List out media campaign and plan: Posters, A-frames- inserts, social media boosting, etc.

D. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See Attached Projections**

List out equipment needed:

Provided by Magic Lantern and to facilitate showing of movies, cost of movies - see attached

E. OPERATIONAL REVENUE (sponsorship, advertising, etc.):

Firm's Revenue: **See Attached Projections**

List our Revenue Sources:

Corporate sponsor - see attached

F. PROJECTED TOTAL EVENT COST: See Attached Projections

Classic Movies on The Mall, 2016, Second Saturday		
Approximate Expenses	Total Cost	
Grand Rental Station		
Johnny Blues		
Insurance	\$ 175.00	
Palmer Media (Audio/Sound)		
Media Campaign		
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)		
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)		
Google ad's	\$ 50.00	
Facebook Boosting	\$ 100.00	
Entertainment 3 movies	\$ 2,000.00	
MISC (i.e press conference, Piccadilly Printing-posters, Signet Screen-signs, rack card, bathroom attendant, survey cards, fliers, poster & ad design)	\$ 750.00	
Sub total expenses (some expenses subject to change)	\$ 3,075.00	
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected	Total	
non ticketed event -- FREE to public		
Sponsorship	\$ 2,500.00	
Total revenue projected	\$ 2,500.00	
Net Revenue	\$ (575.00)	

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
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EVENT NAME: **Rockin Independence Eve, Friday, July 3, 2016**

EVENT LOCATION: Old Court House Civil War Museum – Mall – Feltner Parking Lot – Taylor Pavilion

A. PROJECTED TOTAL EVENT COST; See Attached projections

A. LABOR HOURS:	QTY:		LABOR RATE:	TOTAL COST:
Principal:	_____	x	_____	= Retainer
Laborer:	_____	x	_____	= Retainer
Event Coordinator:	_____	x	_____	= Retainer
Work Release:	_____	x	N/A	= _____
Volunteers:	_____	x	N/A	= _____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs see attached

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands, kids activities and street performers

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

Rockin Independence Eve July 3rd, 2016		
Expenses	Total Cost	
Grand Rental Station (tent, chair, tables)	\$ 1,500.00	
Photographer	\$ 100.00	
Johnny Blue	\$ 676.50	
Fencing	\$ 27.74	
Security	\$ 412.50	
Insurance	\$ 175.00	
Insurance for Shenandoah Univ	\$ 431.25	
Valley Ice	\$ 175.00	
Fencing	\$ 50.00	
Sunbelt Rental	\$ 273.26	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 500.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 160.00	
Entertainment		
Bands	\$ 2,500.00	
Street Performers	\$ 1,750.00	
DJ Music	\$ 225.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,500.00	
Fireworks Display	\$ 4,000.00	
Sub total expenses (some expenses subject to change)	\$ 17,891.88	
sponsorships - projected revenue extimated lower then expected	Total	
non ticketed event -- FREE to public	\$ -	
Exhibitors/Vendors	\$ 750.00	
Sponsorship & Advertisement Revenue	\$ 17,500.00	
Total Revenue	\$ 18,250.00	
Net Revenue	\$ 358.12	

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SPECIAL EVENT TASK ORDER
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EVENT NAME: Friday Night Live, September 16th, 2016

EVENT LOCATION: Taylor Pavilion and additional performers on Old Town Mall

A.	LABOR HOURS:	QTY:		LABOR RATE:		TOTAL COST:
	Principal:	_____	x	_____	=	Retainer
	Laborer:	_____	x	_____	=	__Retainer__
	Event Coordinator:	_____	x	_____	=	__Retainer__
	Work Release:	_____	x	N/A	=	_____
	Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs - see attached

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

Expenses	Total Cost
City Admission Taxes	\$ 126.55
Grand Rental Station (tent, chair, tables)	\$ 750.00
Photographer	\$ 100.00
Johnny Blue	\$ 163.45
Security	\$ 300.00
Insurance	\$ 175.00
Ice/WalMart	\$ 150.00
Fencing	\$ 27.74
Parking Authority	\$ 27.00
Palmer Media (Audio/Sound)	\$ 1,500.00
Media Campaign	
I Heart Radio (Q102, 98.3, 99.3 FM)	\$ 1,000.00
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00
Video Production	\$ 285.71
The Winchester Star	\$ 485.26
The Journal	\$ 160.00
NV Dailey	\$ 99.88
Frederick Report	\$ 111.11
Wein & Stien	\$ 66.67
Google ad's	\$ 150.00
Facebook Boosting	\$ 32.50
Entertainment	
Bands	\$ 4,500.00
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00
Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,500.00
Sub total expenses (some expenses subject to change)	\$ 14,210.87
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total
Tickets	\$ 3,000.00
Exhibitors/Vendors	\$ 500.00
Sponsorship & Advertising Revenue	\$ 11,500.00
Total revenue projected	\$ 15,000.00
Net Revenue	\$ 789.13
Media Partner and Trade Value	
I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 25,000.00

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

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EVENT NAME: OctoBeer Fest, October 14th & 15th, 2016

EVENT LOCATION: Old Court House Civil War Museum – Mall – Feltner Parking Lot – Taylor Pavilion

A.	LABOR HOURS:	QTY:		LABOR RATE:		TOTAL COST:
	Principal:	_____	x	_____	=	Retainer
	Laborer:	_____	x	_____	=	Retainer
	Event Coordinator:	_____	x	_____	=	Retainer
	Work Release:	_____	x	N/A	=	_____
	Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):
Advertising Expenses: **See Attached projections**

radio, print, video, social media, posters, signs - see attached

C. OPERATIONAL EXPENDITURES (Street performers, civic and charitable groups, and all the retail, advertising)
Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**
Tents, tables, band, dancers and street performers

D. OPERATIONAL REVENUE (sponsorship, advertising, etc.):
Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket, vendors and corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

OctoBEER Festival October 14th & 15th, 2016		
Approximate Expenses	Total Cost	
City Admission Tax	\$ 750.00	
Grand Rental Station (tent, tables, chair, etc)	\$ 2,707.35	
Johnny Blue	\$ 1,031.94	
Security Haines day time	\$ 1,120.00	
Security Haines Overnight	\$ 418.00	
Photography	\$ 150.00	
Insurance	\$ 175.00	
Insurance for Shenandoah Univ	\$ 431.25	
Ice	\$ 400.00	
Stonewall Cooler	\$ 263.25	
Fencing	\$ 27.74	
Sunbelt Rental	\$ 788.01	
Signet Screen Printing (glasses 4oz)	\$ 3,250.00	
Signet Screen Printing t-shirt volunteer	\$ 432.83	
Signet Screen Printing volunteer Aprons	\$ 160.90	
Signet Screen Printing - plastic cups	\$ 792.09	
Old Court House Civil War Museum	\$ 200.00	
Parking Authority (parking passes for SU)	\$ 315.50	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
RAC Rental	\$ 36.70	
Media		
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 399.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 266.67	
Comcast	\$ 500.00	
Google ad's	\$ 600.00	
Facebook Boosting	\$ 200.00	
Media (Digital, Print, misc)		
Entertainment Band & Dance troupe	\$ 5,000.00	
DJ Music	\$ 425.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 3,000.00	
Hotel	\$ 750.00	
Sub total expenses (some expenses subject to change)	\$ 29,161.19	
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total	
Tickets	\$ 10,000.00	
Exhibitors/Vendors	\$ 750.00	
Sponsorship & Advertisement Revenue	\$ 22,000.00	
Total revenue projected	\$ 32,750.00	
Net Revenue	\$ 3,588.81	

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: Sunday Concert (Third Sunday of the month, June, July, August, September, 2016)

EVENT LOCATION: Taylor Pavilion

A. PROJECTED TOTAL EVENT COST; See Attached projections

B. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:

Principal:	_____	x	_____	=	_____ Retainer_____
Laborer:	_____	x	_____	=	_____ Retainer_____
Event Coordinator:	_____	x	_____	=	_____ Retainer_____
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

C. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached Projections**

List out media campaign and plan: Posters, A-frames- inserts, social media boosting, etc.

D. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See Attached Projections**

List out equipment needed: Managed by full circle marketing, cost of bands - see attached

E. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See Attached Projections**

List our Revenue Sources: corporate sponsor see attached

F. PROJECTED TOTAL EVENT COST: See Attached Projections

Sunday Concerts June, July, August, September 2016, third Sunday			
Approximate Expenses	Total Cost		
Grand Rental Station			
Johnny Blues			
Insurance	\$ 175.00		
Palmer Media (Audio/Sound)			
Media Campaign			
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)			
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)			
Google ad's	\$ 50.00		
Facebook Boosting	\$ 100.00		
Entertainment			
Bands- (One Stage) 4 Bands/ 4 Dates	\$ 1,750.00		
MISC (i.e press conference, Piccadilly Printing- posters, Signet Screen-signs, rack card, bathroom attendant, survey cards, fliers, poster & ad design)	\$ 750.00		
Total Expenses	\$ 2,825.00		
Revenue (some revenue subject to change based on pledged sponsorships)	Total		
non ticketed event -- FREE to public			
Exhibitors-Vendors			
Sponsorship	\$ 3,000.00		
Total revenue projected	\$ 3,000.00		
Net Revenue	\$ 175.00		

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: Family Movies on the Mall (Thursday's in June, July, 2015)

EVENT LOCATION: Courthouse Lawn

A. PROJECTED TOTAL EVENT COST; See Attached projections

B. LABOR HOURS:	QTY:		LABOR RATE:	TOTAL COST:
Principal:	_____	x	_____	= _____ Retainer_____
Laborer:	_____	x	_____	= _____ Retainer_____
Event Coordinator:	_____	x	_____	= _____ Retainer_____
Work Release:	_____	x	N/A	= _____
Volunteers:	_____	x	N/A	= _____

C. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached Projections**

List out media campaign and plan: Posters, A-frames- inserts, social media boosting, etc.

D. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See Attached Projections**

List out equipment needed: Provided by Winchester Parks & Rec and to facilitate showing of movies, cost of movies - see attached

E. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See Attached Projections**

List our Revenue Sources:

Corporate sponsor - see attached

F. PROJECTED TOTAL EVENT COST: See Attached Projections

Approximate Expenses	Total Cost		
Media (Digital, Print, Misc)			
Google ad's	\$ 50.00		
Facebook Boosting	\$ 100.00		
Entertainment 8 movies	\$ 2,400.00		
MISC (i.e press conference, Piccadilly Printing- posters, Signet Screen-signs, rack card, survey cards, fliers, poster & ad design, Media marketing)	\$ 500.00		
Sub total expenses (some expenses subject to change)	\$ 3,050.00		
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total		
non ticketed event -- FREE to public			
Sponsorship	\$ 2,500.00		
Total revenue projected	\$ 2,500.00		
Net Revenue	\$ (550.00)		

**CITY OF WINCHESTER
SPECIAL EVENT TASK ORDER
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: Winchester Days Taste of Old Town, July 16th, 2016

EVENT LOCATION: Along the whole Old Town Walking Mall - Shopping and Restaurant event

A.	LABOR HOURS:	QTY:		LABOR RATE:		TOTAL COST:
	Principal:	_____	x	_____	=	Retainer
	Laborer:	_____	x	_____	=	Retainer
	Event Coordinator:	_____	x	_____	=	Retainer
	Work Release:	_____	x	N/A	=	_____
	Volunteers:	_____	x	N/A	=	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: **See Attached projections**

radio, print, video, social media, posters, signs - see attached

C. OPERATIONAL EXPENDITURES (Street performers, civic and charitable groups, and all the retail, advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

D. OPERATIONAL REVENUE (sponsorship, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

Winchester Days Taste of Old Town July 17th, 2015			
Expenses	Total Cost		
Grand Rental Station	\$ 300.00		
Johnny Blues	\$ 500.00		
Security	\$ -		
Insurance	\$ 175.00		
Photography	\$ 100.00		
Valley Ice	\$ -		
Fencing	\$ 300.00		
Rest Room Attendant	\$ 35.00		
Sunbelt Rental	\$ -		
Old Court House Civil War Museum	\$ -		
Palmer Media (Audio/Sound)	\$ -		
Media Campaign			
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00		
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$ 500.00		
Video Production	\$ 300.00		
The Winchester Star	\$ 500.00		
NV Dailey	\$ 100.00		
Frederick Report	\$ 50.00		
Google ad's	\$ 50.00		
Facebook Boosting	\$ 75.00		
Bands- Performers & Entertainment	\$ 2,000.00		
MISC (i.e press conference, Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,000.00		
Winchester Parking Authority	\$ 27.00		
Sub total expenses (some expenses subject to change)	\$ 6,512.00		
Revenue (subject to change based on sponsorships - projected revenue extimated lower then expected)	Total		
non ticket event - FREE for families	\$ -		
Exhibitors Vendors	\$ 1,000.00		
Sponsorship & Advertising Revenue	\$ 5,000.00		
Total revenue projected	\$ 6,000.00		
Net Revenue	\$ (512.00)		
Media Partner and Trade Value I Heart Media, Centennial Braodcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 20,000.00		